

# Downtown Retail Market Analysis

Huntersville, North Carolina



Prepared for  
Town of Huntersville

Prepared by  
Gibbs Planning Group

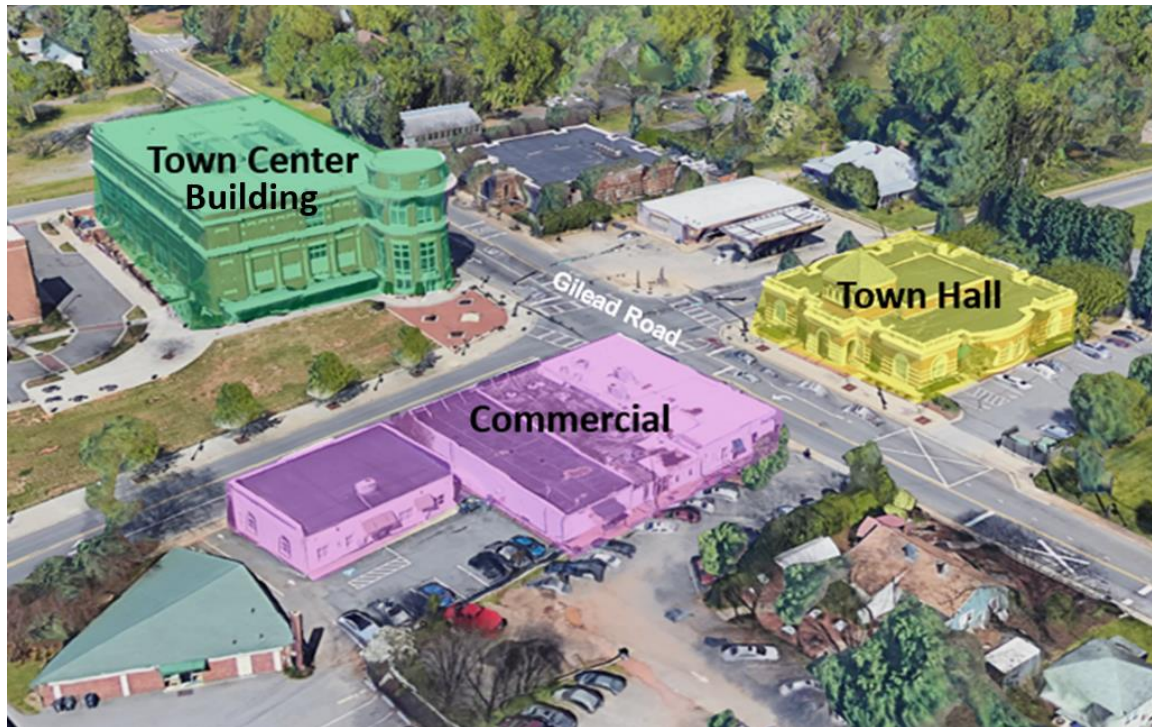
14 January 2022



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**Figure 1:** *Downtown Huntersville area looking southwest.*

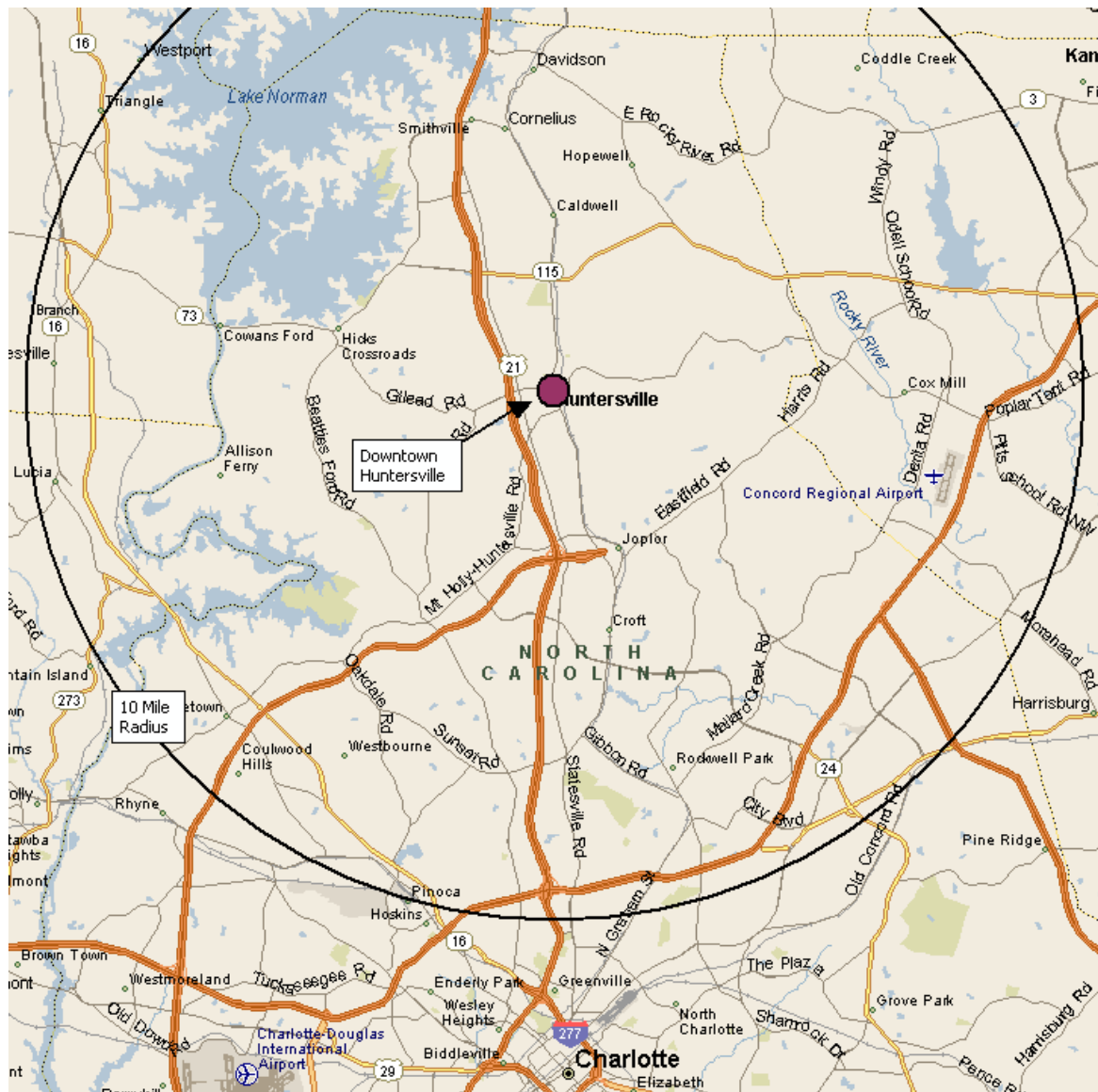
### Executive Summary

This study finds that downtown Huntersville, North Carolina can potentially support up to an additional 70,000 square feet (sf) of retail and restaurant space which could generate as much as \$26.5 million in new annual sales by 2027. This demand could be absorbed by existing downtown businesses and/or with the opening of 22 to 30 new stores and restaurants. The 70,000 sf of additional supportable retail and restaurant space represents a 54 percent increase in downtown Huntersville's existing 140,000 sf of commercial area.

This study further estimates that Downtown Huntersville's existing primary trade area extends 6 miles north past Davidson, 5 miles west to Lake Norman, 7 miles east to the Concord Regional Airport and 5 miles to the south. The primary trade area includes 150,000 residents and 60,000 households with an average income of \$128,000 per year. Over 58 percent of the primary trade area's residents have a four-year college or graduate degree and 63.8 percent earn over \$75,000 per year. The median age in the primary trade area is 36.4 – 2.8 years younger than the state's median age of 39.2 years.

### Background

Gibbs Planning Group (GPG) has been retained as a subconsultant to compose an independent, third-party analysis to estimate the market demand for additional retail development in downtown Huntersville, North Carolina. This research is being conducted in conjunction with the Town of Huntersville 2022 Downtown Plan being led by the firm Shook Kelley.



**Figure 2:** Downtown Huntersville is in North Carolina, approximately 5 miles southeast of Lake Norman and 13 miles north of Charlotte.

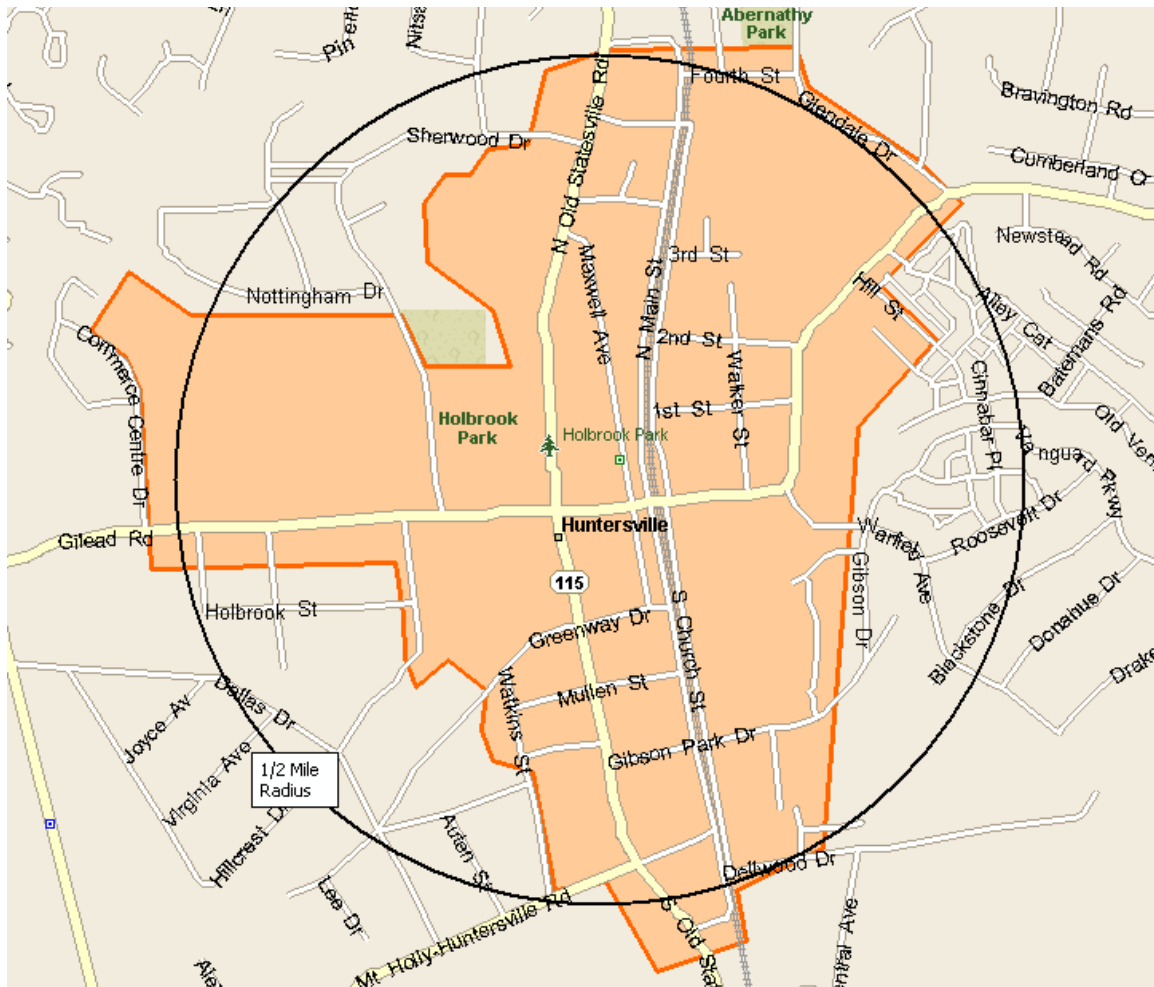
## Methodology

To determine the estimated amounts and types of retail potentially supportable in downtown Huntersville, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply)



by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic, and retail gravitational patterns and GPG's qualitative assessment of downtown Huntersville.

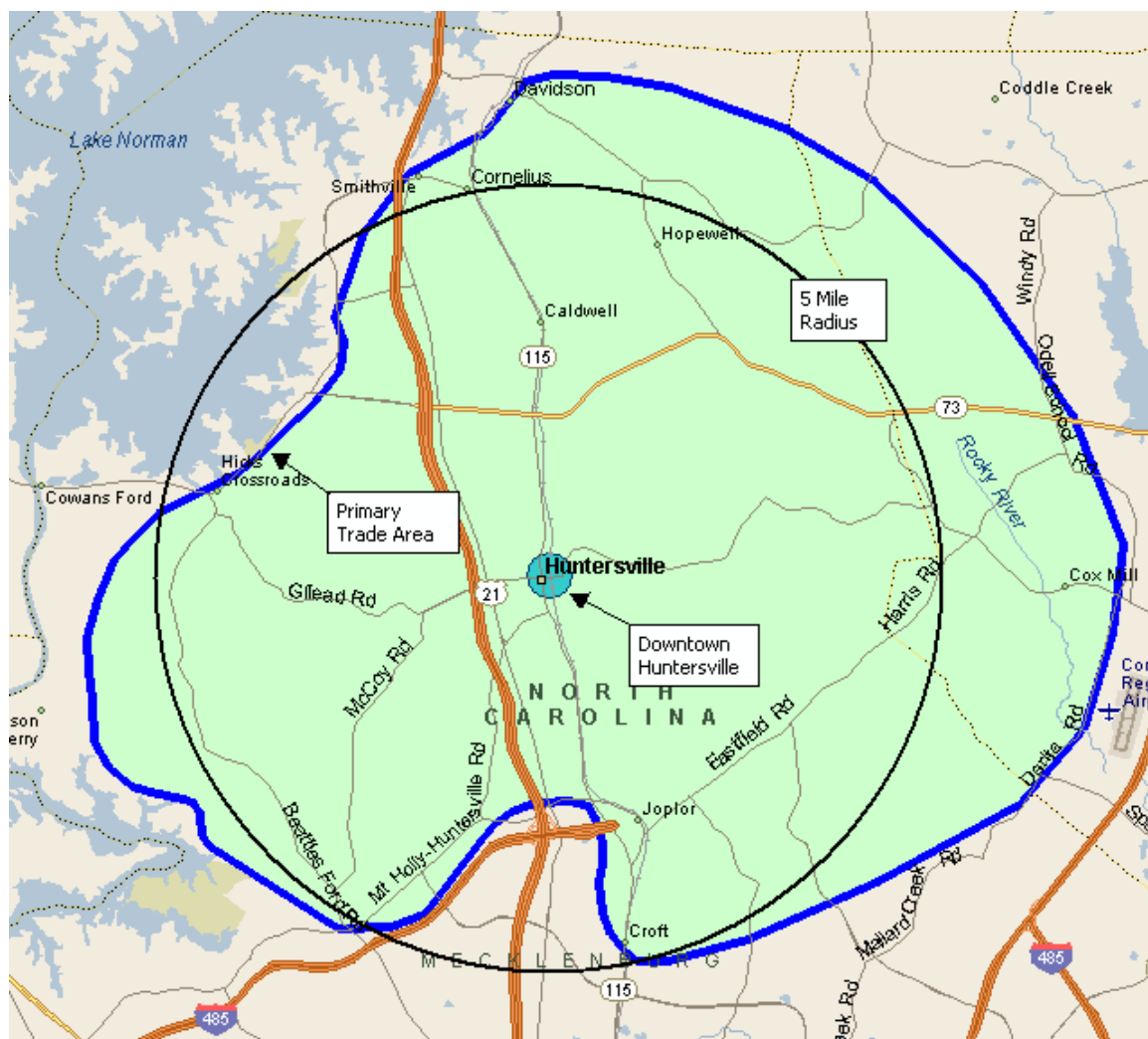


**Figure 3:** Approximate boundaries of the downtown Huntersville study area (shown in orange).

### Trade Area Boundaries

The primary trade area is the consumer market where retailers and restaurants in downtown Huntersville have a significant competitive advantage because of access, design, minimal competition and traffic and commute patterns.

This study finds that the boundaries of downtown Huntersville's primary trade area extend 6 miles north to Grey Road and Fisher Road, 6.5 miles east to Derita Road and Odell School Road south to Alexanderana Road, Katelyn Drive and Hedrick Circle, and west to Lake Norman, Cashion Road and Allison Ferry Road. GPG estimates that people living, working, and visiting the primary trade area will account for up to 60 percent of the total sales captured by retailers and restaurants in downtown Huntersville.



**Figure 4:** Downtown Huntersville's estimated primary trade area (shown inside the blue line).

### Trade Area Demographics

Using data from Esri and the U.S. Census Bureau, GPG obtained recent population and demographic characteristics (2021) and those projected for the primary trade area, Mecklenburg County, the Charlotte Metropolitan Statistical Area (MSA) and State of North Carolina.

Downtown Huntersville's primary trade area includes 150,000 people, which is projected to increase by 1.97 percent annually over the next five years. Currently, the primary trade area has 55,000 households, which is expected to increase at an annual rate of 1.91 percent over the next five years.

The primary trade area's 2021 average household income is \$128,200 and is estimated to increase to \$143,400 by 2026. Median household income in the trade area is \$97,900 and is projected to increase to \$106,400 by 2026. Moreover, approximately 63.8 percent of the trade area's households earn above \$75,000 per year. The current average household size is 2.74 people, and the median age is 36.4 years old.

Approximately 95.1 percent of the primary trade area's homes are occupied, and the median home value is estimated to be \$319,700. Of all the primary trade area's housing units, 72.1 percent are owner occupied, a number that has decreased 1.6 percent since 2010 and is expected to remain constant through 2027. Renter-occupied households have increased from 20.2 percent in 2010 to 23.0 percent in 2022 and are expected to increase to 23.2 percent by 2027.

The primary trade area's current residential vacancy rate is 4.9 percent, a figure that has decreased 1.2 percent since 2010 and is projected to decrease to 4.6 percent by 2027. The percentage of housing units valued at over \$300,000 is expected to increase from 55.5 percent to 67.2 percent – coinciding with an increase in the median home value to \$351,200 by 2027.

**Figure 5: Demographic Characteristics**

<b>Demographic Characteristics</b>	<b>Primary Trade Area</b>	<b>Mecklenburg County</b>	<b>Charlotte MSA</b>	<b>North Carolina</b>
2022 Population	<b>151,200</b>	1,122,900	2,713,800	10,822,100
2022 Households	<b>54,700</b>	443,600	1,040,300	4,251,000
2027 Population	<b>166,700</b>	1,227,900	2,947,700	11,430,400
2027 Households	<b>60,100</b>	485,900	1,131,100	4,493,200
2022-2027 Annual Population Growth	<b>1.97%</b>	1.80%	1.67%	1.10%
2022-2027 Annual Household Growth	<b>1.91%</b>	1.84%	1.69%	1.11%
2022 Average Household Income	<b>\$128,200</b>	\$101,100	\$94,200	\$80,300
2022 Median Household Income	<b>\$97,900</b>	\$68,600	\$66,100	\$56,600
2027 Average household Income	<b>\$143,400</b>	\$113,400	\$105,700	\$90,700
2027 Median Household Income	<b>\$106,400</b>	\$77,300	\$75,000	\$63,300
% Households w. incomes \$75,000 or higher	<b>63.8%</b>	46.5%	44.8%	38.3%
% Bachelor's Degree	<b>37.0%</b>	30.8%	24.2%	20.7%
% Graduate or Professional Degree	<b>21.1%</b>	16.7%	12.6%	12.1%
Average Household Size	<b>2.74</b>	2.49	2.57	2.48
Median Age	<b>36.4</b>	35.8	38.0	39.2

**Figure 5:** Downtown Huntersville's trade area and regional demographics.

### General Retail Market Conditions

According to CoStar, within a one-mile radius of the center of downtown Huntersville there is 510,000 sf of retail space. The current retail market rent within the one-mile radius is \$22.14, a figure that has increased 5.1 percent from one year ago. The current retail vacancy rate is 2.3 percent, which has decreased by 0.3 percent from one year ago and is below the one-mile radius' 10-year average retail vacancy rate of 3.2 percent. No retail space was delivered within the one-mile radius over the past year, nor is any currently under construction.





**Figure 6:** Above left: Gilead Road looking west; Above right: Gilead Road looking east.

### **Downtown Huntersville Retail Market Demand**

This study finds that downtown Huntersville has the potential to support up to 70,000 sf of new retail and restaurant space. This new commercial development could include 12 to 17 new retail stores totaling 40,000 sf and 10 to 13 new restaurants totaling 30,000 sf. The leading supportable retail and restaurant categories are limited-service restaurants, grocery and full-service restaurants.



**Figure 7:** Birdseye view of downtown Huntersville and the immediately surrounding area looking northwest.

We also estimate that this new development could generate as much as \$26.5 million in new annual sales by 2027. This includes as much as \$15.9 million in new annual retail sales and \$10.6 million in new annual restaurant sales. Furthermore, these new businesses could generate above average sales of \$348/sf/yr by 2027.



See below GPG's estimated supportable retail table, *Figure 8*. Note, these supportable figures are in addition to existing downtown Huntersville businesses and only reflect potential new demand.

<i>Retail - Restaurant Category</i>	<i>Total Exist. Demand</i>	<i>Est. New Support. SF</i>	<i>2022 Est. Sales/SF</i>	<i>2022 Est. New Retail Sales</i>	<i>2027 Est. Sales/SF</i>	<i>2027 Est. New Retail Sales</i>
<b>Retailers</b>						
Apparel Stores	\$11,063,907	3,300 sf	\$300	\$990,000	\$315	\$1,039,500
Beer, Wine & Liquor Stores	\$2,783,652	1,500 sf	\$330	\$495,000	\$345	\$517,500
Book & Music Stores	\$1,133,602	- sf	-	-	-	-
Department Store Goods	\$33,502,653	- sf	-	-	-	-
Electronics & Appliances	\$9,358,983	4,100 sf	\$360	\$1,476,000	\$380	\$1,558,000
Florists - Designer Stores	\$532,882	- sf	-	-	-	-
Furniture Stores	\$6,761,687	2,800 sf	\$310	\$868,000	\$325	\$910,000
General Merchandise Stores	\$13,282,863	7,000 sf	\$315	\$2,205,000	\$330	\$2,310,000
Grocery Stores - Markets	\$44,048,954	11,300 sf	\$520	\$5,876,000	\$545	\$6,158,500
Hardware - Home Improvement	\$18,195,069	- sf	-	-	-	-
Home Furnishings - Art	\$4,705,715	1,600 sf	\$325	\$520,000	\$340	\$544,000
Jewelry, Luggage, Leather	\$4,377,917	1,400 sf	\$340	\$476,000	\$355	\$497,000
Garden - Landscaping Stores	\$1,370,859	- sf	-	-	-	-
Miscellaneous Retailers	\$8,811,141	1,900 sf	\$300	\$570,000	\$315	\$598,500
Gift, Craft Stores	\$4,252,064	1,400 sf	\$300	\$420,000	\$315	\$441,000
Pharmacy - Sundries	\$16,457,211	- sf	-	-	-	-
Shoe & Handbag Stores	\$3,866,097	1,600 sf	\$315	\$504,000	\$330	\$528,000
Cheese, Fish, Meat, Produce, etc.	\$1,530,445	- sf	-	-	-	-
Sporting Goods & Hobby	\$6,585,360	2,500 sf	\$310	\$775,000	\$325	\$812,500
<b>Retailer Totals</b>	<b>\$192,621,061</b>	<b>40,400 sf</b>	<b>\$338</b>	<b>\$15,175,000</b>	<b>\$354</b>	<b>\$15,914,500</b>
<b>Restaurants</b>						
Bars, Breweries & Pubs	\$8,855,272	6,200 sf	\$330	\$2,046,000	\$345	\$2,139,000
Full-Service Restaurants	\$26,878,325	10,800 sf	\$325	\$3,510,000	\$340	\$3,672,000
Limited Service Restaurants	\$31,340,911	12,300 sf	\$310	\$3,813,000	\$325	\$3,997,500
Bakery, coffee, ice cream, etc.	\$2,951,952	2,300 sf	\$315	\$724,500	\$330	\$759,000
<b>Restaurant Totals</b>	<b>\$70,026,460</b>	<b>31,600 sf</b>	<b>\$320</b>	<b>\$10,093,500</b>	<b>\$335</b>	<b>\$10,567,500</b>
<b>Retailer &amp; Restaurant Totals</b>	<b>\$262,647,521</b>	<b>72,000 sf</b>	<b>\$332</b>	<b>\$25,268,500</b>	<b>\$348</b>	<b>\$26,482,000</b>

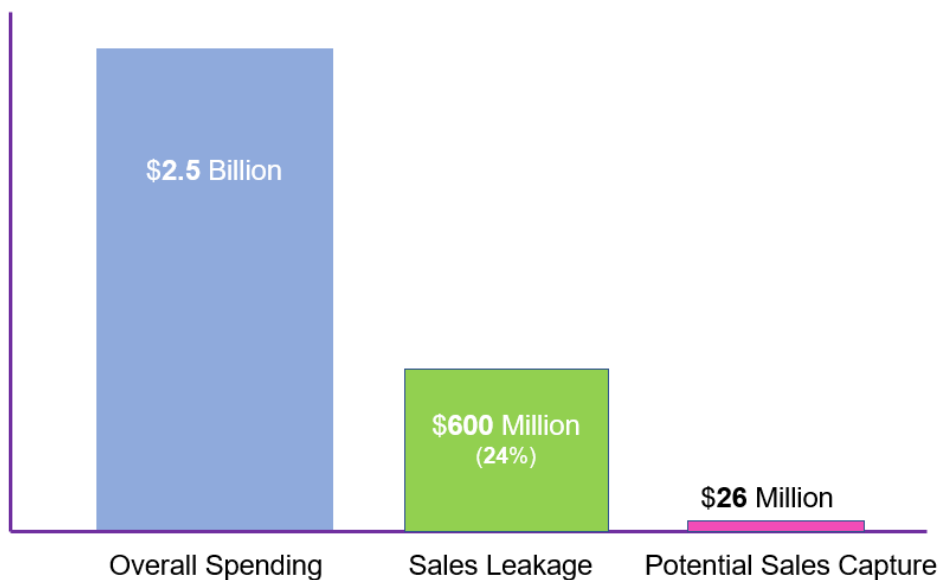
*Figure 8: Retail Demand Summary for downtown Huntersville.*

### Analysis Assumptions

For the purposes of this study, GPG has assumed the following:

- Other retail, employment and residential centers may be planned or proposed, but only existing development is considered for this study.
- The quality of the existing retail trade in the study area is projected to remain constant.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.

- The downtown is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.



**Figure 9:** Chart illustrating the overall spending in the trade area, sales leakage and potential sales capture by new stores and restaurants in downtown Huntersville.

- Any new construction in the downtown will be planned, designed, built, and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
- Parking for new development projects or businesses will meet or exceed industry standards.
- Visibility of any new retail is assumed to be very good, with signage as required to assure easy visibility of the retailers.
- Infill or redevelopment projects in the downtown will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

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### **Limits of Study**

The findings of this study represent GPG's best estimates for the amounts and types of retail businesses that could potentially be supportable in downtown Huntersville. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable.

It should be noted that the findings of this analysis are based upon generally accepted market research and business standards. It is possible that the downtown could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of downtown Huntersville.

This analysis is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of January 2022 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study ***should not*** be the sole basis for designing, financing, planning, zoning and programming any business, real estate development, or public planning policy. This study is intended to offer general supportable retail market estimates to assist the City of Huntersville with overall master planning policy.

*End of Study*





## Appendix: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 100.19 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	52,319
2010 Total Population	109,808
2021 Total Population	151,233
2021 Group Quarters	1,173
2026 Total Population	166,694
2021-2026 Annual Rate	1.97%
2021 Total Daytime Population	145,887
Workers	73,002
Residents	72,885
<b>Household Summary</b>	
2000 Households	18,672
2000 Average Household Size	2.73
2010 Households	40,137
2010 Average Household Size	2.71
2021 Households	54,685
2021 Average Household Size	2.74
2026 Households	60,103
2026 Average Household Size	2.75
2021-2026 Annual Rate	1.91%
2010 Families	28,846
2010 Average Family Size	3.22
2021 Families	39,253
2021 Average Family Size	3.26
2026 Families	43,111
2026 Average Family Size	3.28
2021-2026 Annual Rate	1.89%
<b>Housing Unit Summary</b>	
2000 Housing Units	19,987
Owner Occupied Housing Units	76.7%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	6.6%
2010 Housing Units	42,764
Owner Occupied Housing Units	73.7%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	6.1%
2021 Housing Units	57,495
Owner Occupied Housing Units	72.1%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	4.9%
2026 Housing Units	62,994
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	4.6%
<b>Median Household Income</b>	
2021	\$97,935
2026	\$106,392
<b>Median Home Value</b>	
2021	\$319,736
2026	\$351,193
<b>Per Capita Income</b>	
2021	\$46,622
2026	\$51,996
<b>Median Age</b>	
2010	34.6
2021	36.4
2026	36.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

## Community Profile

PTA  
Area: 100.19 square miles

Prepared by Esri

<b>2021 Households by Income</b>	
Household Income Base	54,685
<\$15,000	3.8%
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	10.4%
\$200,000+	17.1%
Average Household Income	\$128,173
<b>2026 Households by Income</b>	
Household Income Base	60,103
<\$15,000	3.1%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	7.1%
\$50,000 - \$74,999	14.9%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	12.1%
\$200,000+	19.5%
Average Household Income	\$143,390
<b>2021 Owner Occupied Housing Units by Value</b>	
Total	41,468
<\$50,000	0.6%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	2.2%
\$150,000 - \$199,999	9.0%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	17.7%
\$300,000 - \$399,999	28.0%
\$400,000 - \$499,999	13.3%
\$500,000 - \$749,999	10.0%
\$750,000 - \$999,999	2.5%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.2%
Average Home Value	\$368,028
<b>2026 Owner Occupied Housing Units by Value</b>	
Total	45,468
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	4.0%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	17.2%
\$300,000 - \$399,999	33.4%
\$400,000 - \$499,999	16.7%
\$500,000 - \$749,999	12.3%
\$750,000 - \$999,999	3.4%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.2%
Average Home Value	\$398,058

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



PTA  
Area: 100.19 square miles

Prepared by Esri

<b>2010 Population by Age</b>	
Total	109,808
0 - 4	8.3%
5 - 9	9.2%
10 - 14	8.0%
15 - 24	10.1%
25 - 34	15.1%
35 - 44	19.5%
45 - 54	14.1%
55 - 64	8.7%
65 - 74	4.2%
75 - 84	2.0%
85 +	0.7%
18 +	70.5%
<b>2021 Population by Age</b>	
Total	151,235
0 - 4	7.1%
5 - 9	7.8%
10 - 14	8.2%
15 - 24	11.7%
25 - 34	12.9%
35 - 44	16.6%
45 - 54	14.4%
55 - 64	10.8%
65 - 74	6.8%
75 - 84	2.8%
85 +	0.9%
18 +	72.7%
<b>2026 Population by Age</b>	
Total	166,696
0 - 4	7.1%
5 - 9	7.7%
10 - 14	7.8%
15 - 24	11.8%
25 - 34	14.0%
35 - 44	15.2%
45 - 54	13.9%
55 - 64	10.5%
65 - 74	7.3%
75 - 84	3.6%
85 +	0.9%
18 +	73.1%
<b>2010 Population by Sex</b>	
Males	53,402
Females	56,406
<b>2021 Population by Sex</b>	
Males	73,960
Females	77,273
<b>2026 Population by Sex</b>	
Males	81,676
Females	85,019

**Source:** U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

PTA  
Area: 100.19 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	109,809
White Alone	75.9%
Black Alone	15.3%
American Indian Alone	0.3%
Asian Alone	3.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	2.2%
Hispanic Origin	6.9%
Diversity Index	47.6
2021 Population by Race/Ethnicity	
Total	151,233
White Alone	69.6%
Black Alone	18.6%
American Indian Alone	0.3%
Asian Alone	5.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.4%
Two or More Races	3.1%
Hispanic Origin	9.3%
Diversity Index	56.7
2026 Population by Race/Ethnicity	
Total	166,695
White Alone	66.4%
Black Alone	20.1%
American Indian Alone	0.3%
Asian Alone	5.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.8%
Two or More Races	3.5%
Hispanic Origin	10.5%
Diversity Index	60.6
2010 Population by Relationship and Household Type	
Total	109,808
In Households	99.0%
In Family Households	85.9%
Householder	26.4%
Spouse	21.7%
Child	33.7%
Other relative	2.8%
Nonrelative	1.4%
In Nonfamily Households	13.1%
In Group Quarters	1.0%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

PTA  
Area: 100.19 square miles

Prepared by Esri

<b>2021 Population 25+ by Educational Attainment</b>	
Total	98,515
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	11.2%
GED/Alternative Credential	1.3%
Some College, No Degree	16.2%
Associate Degree	9.8%
Bachelor's Degree	37.0%
Graduate/Professional Degree	21.1%
<b>2021 Population 15+ by Marital Status</b>	
Total	116,217
Never Married	28.0%
Married	59.1%
Widowed	3.6%
Divorced	9.3%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	81,629
Population 16+ Employed	96.6%
Population 16+ Unemployment rate	3.4%
Population 16- 24 Employed	9.9%
Population 16- 24 Unemployment rate	5.1%
Population 25- 54 Employed	72.0%
Population 25- 54 Unemployment rate	3.2%
Population 55- 64 Employed	13.9%
Population 55- 64 Unemployment rate	3.3%
Population 65+ Employed	4.1%
Population 65+ Unemployment rate	4.5%
<b>2021 Employed Population 16+ by Industry</b>	
Total	78,826
Agriculture/Mining	0.2%
Construction	4.4%
Manufacturing	8.1%
Wholesale Trade	3.9%
Retail Trade	11.2%
Transportation/Utilities	5.9%
Information	2.0%
Finance/Insurance/Real Estate	16.5%
Services	45.4%
Public Administration	2.4%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	78,826
White Collar	81.3%
Management/Business/Financial	30.9%
Professional	29.4%
Sales	12.4%
Administrative Support	8.5%
Services	9.2%
Blue Collar	9.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	1.4%
Production	1.9%
Transportation/Material Moving	4.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



PTA  
Area: 100.19 square miles

Prepared by Esri

<b>2010 Households by Type</b>	
Total	40,136
Households with 1 Person	21.7%
Households with 2+ People	78.3%
Family Households	71.9%
Husband- wife Families	59.2%
With Related Children	34.2%
Other Family (No Spouse Present)	12.7%
Other Family with Male	3.1%
With Related Children	2.0%
Other Family with Female	9.6%
With Related Children	6.8%
Nonfamily Households	6.4%
All Households with Children	43.3%
Multigenerational Households	2.8%
Unmarried Partner Households	5.5%
Male- female	4.8%
Same- sex	0.7%
<b>2010 Households by Size</b>	
Total	40,136
1 Person Household	21.7%
2 Person Household	31.0%
3 Person Household	18.1%
4 Person Household	18.7%
5 Person Household	7.4%
6 Person Household	2.1%
7 + Person Household	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	40,137
Owner Occupied	78.5%
Owned with a Mortgage/Loan	70.4%
Owned Free and Clear	8.1%
Renter Occupied	21.5%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	167
Percent of Income for Mortgage	13.7%
Wealth Index	149
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	42,764
Housing Units Inside Urbanized Area	94.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	5.7%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	109,808
Population Inside Urbanized Area	94.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	5.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

PTA  
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Top 3 Tapestry Segments	
1.	Boomburbs (1C)
2.	Up and Coming Families (7A)
3.	Workday Drive (4A)
2021 Consumer Spending	
Apparel & Services: Total \$	\$160,064,068
Average Spent	\$2,927.02
Spending Potential Index	138
Education: Total \$	\$125,132,470
Average Spent	\$2,288.24
Spending Potential Index	133
Entertainment/Recreation: Total \$	\$240,682,239
Average Spent	\$4,401.25
Spending Potential Index	136
Food at Home: Total \$	\$395,447,903
Average Spent	\$7,231.38
Spending Potential Index	133
Food Away from Home: Total \$	\$287,482,022
Average Spent	\$5,257.05
Spending Potential Index	138
Health Care: Total \$	\$455,297,981
Average Spent	\$8,325.83
Spending Potential Index	133
HH Furnishings & Equipment: Total \$	\$174,677,634
Average Spent	\$3,194.25
Spending Potential Index	142
Personal Care Products & Services: Total \$	\$67,762,297
Average Spent	\$1,239.14
Spending Potential Index	138
Shelter: Total \$	\$1,497,713,248
Average Spent	\$27,388.01
Spending Potential Index	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$192,781,721
Average Spent	\$3,525.31
Spending Potential Index	147
Travel: Total \$	\$196,835,666
Average Spent	\$3,599.45
Spending Potential Index	142
Vehicle Maintenance & Repairs: Total \$	\$83,659,959
Average Spent	\$1,529.85
Spending Potential Index	138

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.